
PROCEDURE

SECTION: MARKETING & ADVERTISING
SUBJECT: COURSE FLYER CREATION, APPROVAL AND DISTRIBUTION
DATE: FEBRUARY 20, 2015



► 1. Coordinator

Creates the flyer utilizing the appropriate Standard Template

(Located in the J Drive > MFA > Flyers > Flyer Templates or at <http://www.mass.gov/eopss/agencies/dfs/agency-documents.html>)

F-1 – Flyer Single Course or Special Course

F-2 – Flyer Multiple Courses

F-3 – Flyer Senior Fire Officer Forum

F-4 – Flyer NFA Course

F-5 – Flyer Senior Fire Officer Forum Save The Date

Submits it electronically to their Program Coordinator (PC III) for approval

► 2. Program PC III (or designee)

Reviews the flyer for accuracy and compliance with the Standard Templates for Branding

Makes necessary edits

Electronically signs or types their initials and date in the footer

Names the file **Flyer_Program Discipline Name_Course Name**

Saves the file in the J Drive > MFA > Flyers > Flyers Pending Approval Folder

► 3. Scheduling PC III (or designee)

Reviews the flyer for accuracy and the program is accurately scheduled in the system

Communicates any edits to be made to the Program PC III

Makes necessary edits

Electronically signs or types their initials and date in the footer

Saves the file in the J Drive > MFA > Flyers > Flyers Pending Approval Folder

► 4. Deputy Director (or designee)

Reviews the flyer for accuracy, grammar, and compliance with the Academy Standards

Communicates any questions or comments to the Program PC III

If there are edits to be made,

Process begins again at step 2. Program PC III

If there are no edits to be made,

Electronically signs or types their initials and date in the footer

Saves the file in the J Drive > MFA > Flyers > Flyers Pending Approval

► 5. Administrative Assistant

Removes all signatures from the flyer

Converts to Adobe PDF

Saves the File in the J Drive > MFA > Flyers > Flyers Approved > Program Discipline Specific Folder

Distributes the Flyer in Adobe PDF for marketing distribution